

SERFF Tracking Number:	CAKN-127172455	State:	Arkansas
Filing Company:	Catholic Financial Life	State Tracking Number:	48819
Company Tracking Number:	CNO-123		
TOI:	L08 Life - Other	Sub-TOI:	L08.000 Life - Other
Product Name:	Member Direct Market Application		
Project Name/Number:	DM APP/CNO-123		

Filing at a Glance

Company: Catholic Financial Life	SERFF Tr Num: CAKN-127172455	State: Arkansas
Product Name: Member Direct Market Application		
TOI: L08 Life - Other	SERFF Status: Closed-Approved-Closed	State Tr Num: 48819
	Co Tr Num: CNO-123	State Status: Approved-Closed
Sub-TOI: L08.000 Life - Other	Author: Donna Peterson	Reviewer(s): Linda Bird
Filing Type: Form	Date Submitted: 05/18/2011	Disposition Date: 05/20/2011
		Disposition Status: Approved-Closed
		Implementation Date:
Implementation Date Requested: On Approval		
State Filing Description:		

General Information

Project Name: DM APP	Status of Filing in Domicile: Pending
Project Number: CNO-123	Date Approved in Domicile:
Requested Filing Mode:	Domicile Status Comments: This application was filed with the Interstate Compact May 16, 2011. Wisconsin, our state of domicile, is part of that Compact filing.
	Market Type: Individual
Explanation for Combination/Other:	Individual Market Type:
Submission Type: New Submission	Filing Status Changed: 05/20/2011
Overall Rate Impact:	State Status Changed: 05/20/2011
	Created By: Donna Peterson
Deemer Date:	Corresponding Filing Tracking Number:
Submitted By: Donna Peterson	
Filing Description:	
This is a direct market application that will only be available to current members. It offers them the ability to purchase a new whole life contract. It will not be used by agents. This application may be printed on the reverse side of our contract premium notices or other correspondence.	

It offers our members the ability to purchase an additional whole life contract with no additional underwriting if all answers to Section D are "NO".

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The whole life contract used with this special offer is form 2010 WL 2 AR approved by AR on 7/8/2010. (AR FILING 46125SERFF filing number CAKN-126706765)

Company and Contact

Filing Contact Information

Donna Peterson,	donna.peterson@catholicfinanciallife.org
1100 W Wells Street	414-278-6509 [Phone]
Milwaukee, WI 53233	

Filing Company Information

Catholic Financial Life	CoCode: 56030	State of Domicile: Wisconsin
1100 West Wells Street	Group Code:	Company Type: Fraternal
Milwaukee, WI 53233	Group Name:	State ID Number: 2796
(414) 273-6266 ext. 6509[Phone]	FEIN Number: 39-0201015	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Catholic Financial Life	\$50.00	05/18/2011	47725506

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	05/20/2011	05/20/2011

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Disposition

Disposition Date: 05/20/2011

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		No
Form	Application for Insurance		Yes

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Form Schedule

Lead Form Number: 2011 DM APP

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	2011 DM APP	Application/ Enrollment Form Application for Insurance	Initial		52.700	2011 DM APP.pdf

B. OWNER (If other than Proposed Insured)

D. DECLARATION OF INSURABILITY

E. PLAN INFORMATION: WHOLE LIFE

F. REPLACEMENT

<i>SERFF Tracking Number:</i>	<i>CAKN-127172455</i>	<i>State:</i>	<i>Arkansas</i>
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Supporting Document Schedules

	Item Status:	Status
		Date:
Satisfied - Item:	Flesch Certification	
Comments:		
Attachment:		
Flesch DM app.pdf		



READABILITY CERTIFICATION

This is to certify that the form referenced below has achieved a Flesch Reading Ease Score as indicated below and complies with the requirements of the Policy Language Simplification Act.

Form Number	Score
2011 DM APP	52.7

A handwritten signature in blue ink, reading "Daniel H. Strasburg", is written over a horizontal line.

Daniel H. Strasburg, FSA, MAAA
Vice President and Chief Actuary

May 17, 2011